

**ELIDING WEB PAGE CONTENT****ABSTRACT OF THE INVENTION**

A method and system for providing click-once links is disclosed. Elision is used to automatically remove a URL and associated content from a web page as hyperlinks are selected, reducing clutter and providing visual feedback to a user. When a user selects an elision-enabled hyperlink, the hyperlink and its associated content are not displayed during subsequent displaying of the same web page. Web pages may be generated on the origin server and a browser client updates the content automatically. Click-once links may be flagged in an enclosing HTML source page through a combination of an indirection through a JavaScript function in an anchor and an additional HTML tag. The use of elision may be under the control of the page author or the user. Some links may be elidable and some may be conventional, or non-elidable. Cookies may be used to record information about which links have been followed and to share such information with the origin server for use in subsequent page generation, or the browser may be adapted to perform elision without using cookies. Elided links may be optionally replaced by lower-priority, previously elided links, to maintain a constant number of displayed links in a region of the web page.